Disparity Study Team

- Colette Holt & Associates
  - Colette Holt, J.D. - Project Manager
    - Nationally recognized expert, educator and author on M/W/DBE issues
  - Steven Pitts, Ph.D. - Economist and Statistician
    - Nationally recognized expert, educator and author on market issues regarding minorities for over 30 years
  - Joanne Lubart, J.D. - Associate Counsel
    - National expert DBE programs
  - Glenn Sullivan - Director of Technology
    - Extensive experience with CHA data collection and website management
Disparity Study Team, cont.

- Ilene Grossman, B.A. - Assistant Project Manager/COO
  ▪ Experienced manager of disparity studies
- Victoria Farrell, M.B.A. – Anecdotal Team Manager
  ▪ Experienced researcher and data manager
- Carol Borst - Contract Data Collection Team Manager
  ▪ Experienced coordinator of all contract data collection activities
Local subconsultants

- Will assist with community outreach and anecdotal data collection
- Cultural Strategies, Inc. (MBE)
  - Provides communications and outreach support for civic projects and education campaigns for local institutions and private enterprises
- Pink Consulting (M/WBE)
  - Provides communications, strategic planning, marketing, fundraising and event/conference planning and coordination services
- Adisa Public Relations, Inc. (M/WBE)
  - Provides public involvement and communications services for public, private and not-for-profits sectors
Disparity Study Objectives

- Comply with constitutional mandate to regularly review evidence supporting race- and gender-based programs
- Comply with regulatory requirements for the DBE program at the Airport
- Provide a defense if the programs are challenged
- Develop accurate data for annual and contract goal setting
- Gather feedback for program improvements
- Educate elected officials, City staff, assist agencies, and business owners on these issues
Disparity Study Elements

- Study website
  - Home page
  - Meet Our Team
  - Participate
  - Contact Us & Public Comment

- Legal Review

- City’s utilization of M/WBEs and DBEs as a percentage of all dollars by funding source
  - Study period is FY 2013 to FY 2018
  - Step 1: Gather the City’s prime contracts to create Initial Contract Data Files
Disparity Study Elements

• Step 2: Gather any additional data for contracts in the Sample Contract Data Files

• Step 3: Contact primes for missing subcontractor data
  ▪ Collect at least 80% of the contract dollars
  ▪ Assign missing race and gender ownership status
  ▪ Assign missing NAICS codes

• Step 4: Determine geographic and product markets
  ▪ Determine the unconstrained product market
  ▪ Analyze data for primes, subs and combined
  ▪ Determine the geographic market for at least 75% of the contracts
  ▪ Determine product market constrained by geographic market
  ▪ Determine detailed utilization by race, gender and 6-digit NAICS codes
Disparity Study Elements

- Availability of M/W/DBEs in the City’s markets
  - Create Master List of M/W/DBEs from multiple entities
  - Develop list from the Contract Data Files and other City lists
  - Obtain Hoovers/Dun & Bradstreet for initial business universe
  - Assign missing race and gender status and NAICS codes
  - Estimate detailed, unweighted and weighted availability combined and disaggregated by race, gender and industry codes
Disparity Study Elements

- Disparity analysis for locally funded contracts
  - Disparity ratio = M/WBE utilization ÷ weighted availability
    - 80% or less is substantive, supporting the inference of discrimination
    - Confidence intervals for statistical significance
  - Calculate disparity indices for:
    - All race and sex groups and all industry groups combined, and race and sex disaggregated
Disparity Study Elements

- Economy-wide disparity analyses
  - Compare M/WBEs’ revenues to non-M/WBEs’ using the Census Bureau’s Survey of Business Owners
  - Compare M/WBEs’ formation rates and business earnings to non-M/WBEs’ using the Census Bureau’s American Community Survey
  - Critical for evaluation of effectiveness of race- and gender-neutral measures
Disparity Study Elements

- Anecdotal data collection and analysis
  - Small group business owner interviews
    - M/W/DBEs and non-M/W/DBEs
    - Explore
      - Barriers to M/W/DBEs’ success in the Austin area markets
      - Experiences with discrimination
      - Ability to access City prime and subcontracts
      - Possible supportive services or other race- and gender-neutral measures
  - Administer electronic survey to all business owners
  - City of Austin staff interviews
Disparity Study Elements

- **M/WBE and DBE Program Review**
  - Review policy/program documents
  - Solicit stakeholders’, business owners’ and City staff’s suggestions
  - Topics will include:
    - Outreach to M/W/DBEs and small firms
    - Program elements
      - Certification standards and processes
      - Annual and contract goal setting
      - Review of bids/proposals
      - Contract monitoring, including commercially useful function evaluations and sub substitutions
      - Small business element for DBE program
  - Barriers to City contracting and subcontracting
  - Contract data collection and reporting processes
Disparity Study Elements

- Recommendations
  - Race- and gender-neutral measures to reduce barriers and increase opportunities
  - DBE triennial goals and contract goal setting methodology
  - Potential narrowly tailored race- and gender-conscious remedies for locally-funded contracts
    - Program eligibility
    - Annual M/WBE goals
    - Contract goal setting methodology
    - Bid/proposal evaluation
    - Contract performance policies and processes
  - Monitoring and data collection
Study Participation Information

- Business owner interviews September 2020
- Electronic survey of business owners October-November 2020

Study information
- [http://austin.disparity-study.com](http://austin.disparity-study.com)
- [austin-study@mwbelaw.com](mailto:austin-study@mwbelaw.com)
- 855-692-3529 (855-MWBELAW)

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